



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

ADVERTISING

PRINT PRODUCTION ESTIMATE

DATE: 10/12/92

CLIENT: PHILIP MORRIS INC
L B JOB#: M30112
AD#:
SIZE/COLOR:
MEDIA/DATE:
DESCRIPTION: JAN '93 MEGA OUTLET
PROMOTION B3G1F CARTON

CLIENT ID#: CFF2018-92/POS
FISCAL YEAR: 92
START DATE: 10/12/92
REV #: 00
REV DATE:
PREV REV DATE:

SERVICER: KROHMER

PRODUCT: 32 CAMBRIDGE FF

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
DYES/PRINTS		1,000.00
ILLUSTRATION		3,500.00
RETOUCHING		2,500.00
REPRODUCTION FEES		1,000.00
PHOTOGRAPHY		5,500.00
TOTAL VISUALS		13,500.00
TYPOGRAPHY/LETTERING		7,000.00
KEYLINE		20,000.00
PHOTOSTATS		4,500.00
TOTAL STUDIO		31,500.00
PRINTING MATERIAL		
OTHER (SEE NOTES)		
COMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS		45,000.00
AGENCY COMMISSION		6,750.00
OTHER NON-COMM (SEE NOTES)		100.00
SHIPPING AND OTHER NET COSTS		300.00
TOTAL GROSS COSTS		52,150.00

NOTES:

ESTIMATE BASED ON SELL SHEET, U-BAND CARRIER W/4 CARTONS, DISPLAY BANNER,
LARGE POSTER, 200-CT. HEADER, LARGE SHELF TALKER.

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Muller 10/16/92